



District Office Advocacy Public Policy Tool Kit

NADSA's District Office Advocacy Public Policy week will allow more ADS/ADHC providers, client families and supporters to participate in NADSA's annual Capitol Hill Days. Participation in this activity by ADS/ADHC providers and supporters is critical. The battle to maintain adequate funding for Medicaid, Community Development Block Grants and Social Service Block Grants is far from over. The effort to bring Adult Day Services into Medicare is continuing with the NADSA Public Policy Committee exploring new ideas to achieve that goal.

Capitol Hill Outreach

Pre-District Advocacy Public Policy Email Template

Hopefully, you have already made your appointment with your Congressperson's and U.S. Senator's District office. If not, it may be too late to obtain a face to face appointment, but it is not too late to schedule a telephone conversation. Your opportunity to speak with a legislator or the proper staff person will be enhanced if you send an email **at least three business days** in advance of your visit or telephone call on any day from Tuesday April 23rd through Friday April 26th.

Your email should be addressed to the Member of Congress or Senator. You will most likely be directed to a staff member when you place your call and prior notice will help to assure the staff member most familiar with health / aging issues will be available for you. You can use this [link](#) to obtain the name, email address, and office telephone numbers for your Representative or copy the following web address into your browser: <https://www.house.gov/representatives/find-your-representative>

You will need to click on "Contact" to be able to access the email form.

Use this [link](#) for your Senators and click on "contact" to access the email form or copy the following web address into your browser: <https://www.senate.gov/senators/contact>

NOTE: Some Congressional offices are reluctant to provide individual email addresses. However, you can access the email form on their website by using the links above.

*Following is a Template for your Email. Be sure to enter the necessary information within each set of [brackets]. Enter "**Request for in person or telephone appointment**" on the email subject or topic line.*

Dear [Enter Senator or Representative (not both) and the individual's last name]:

My name is [enter your first and last name]. I [live and/or operate an Adult Day Center] in [city and state].

Beginning on Tuesday April 23rd through Friday April 26th, members of the National Adult Day Services Association (NADSA) will be visiting or calling our Members of Congress and Senators. I wish to visit or call you to discuss Adult Day Services as a Value Based Quality Alternative to Nursing Homes, particularly as it relates to modernizing Medicare.

We have been Medicaid-authorized providers for many years. However, because we have not been authorized providers under traditional Medicare there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home 24/7 upon discharge from an acute care hospital. Although Congress and CMS have authorized Medicare Advantage plans to offer Adult Day Services, very few have done so and when they have it has been non-uniformly.

I realize your busy schedule may prevent you from speaking directly with me. If that is the case, I would appreciate it very much if you would ask your staff person who oversees health care or aging issues to speak with me. I will be happy to do my best to accommodate your schedule and that of your staff.

Thank you for taking time to listen to your constituents' concerns and for paying attention to the needs of seniors and individuals with disabilities in your district.

Sincerely,

[Your Name]

[Complete home or business address in the Congress person's district]

[Telephone number]

(Note: Most of the contact forms have separate boxes for your name and address and you will not need to include it at the beginning of your message or at the end of your email.)

NADSA District Office Advocacy Public Policy Template & Talking Points

Following is a template for you to utilize to participate in NADSA's District Office Advocacy Public Policy week by visiting or making telephone calls to Members of Congress and U.S. Senators on any day beginning on Tuesday April 23rd through Friday April 26th.

This template is intended as a guide to help you begin, follow through, and conclude a visit or telephone call for which you may have only fifteen minutes of time. The seven talking points are written as I would present them. However, it is important that you present these points in words that are comfortable to you so don't view my suggested language as an actor's script.

You may find it beneficial to make a copy of the template for each legislator with whom you will be speaking. You can add the District office address and telephone number to the page and fill in the legislator's name at the appropriate places before you visit or make the call.

As you may know, telephone messages to a legislator's office usually consist of a simple statement such as **"Please vote NO on the Farm Bill (H.R. 2) because reducing SNAP benefits will hurt older Americans and their families"**.

Our task for a successful District Office Advocacy Public Policy conversation is more daunting. We need to combine education with advocacy and lobbying for specific legislation. The order of the talking points will guide you through this process. They provide an introduction / re-introduction to Adult Day Services; declare it as a Value Based Quality Alternative to Nursing Homes as recognized by other government entities and private insurers; and include a direct ask for legislative support to modernize Medicare with specific legislation. The identification of specific legislation is included because the legislative staff person with whom you are speaking will usually ask if there is current legislation introduced.

Thank you for your willingness to participate! You will find the individuals with whom you speak will be cordial and interested in what you have to say. Some, of course, will be more engaging than others depending upon how busy they are when you call. But all are interested in receiving specific information to pass along to their boss.

If you have questions about the content of this message or template, please email them to nadsapublicpolicy@theafferbachgroup.com. Although the template relates to a telephone conversation, the same pattern holds true for a personal visit.

Telephone Template & Talking Points:

Good Morning / Afternoon

My name is [state your name slowly and distinctly]

I am [an Adult Day Services provider]
[Family member or friend of an individual who receives Adult Day Services]
[An individual who receives Adult Day Services]

In [name the town or city and state]

I am calling to speak with Senator [name] / Congressman [name] / Congresswoman [name]
About Adult Day Services and Adult Day Health Care as a Value Based Quality Alternative to Nursing Homes, particularly as it relates to Medicare.

At this point the receptionist will most likely say the Senator / Congressman / Congresswoman is not available at this time. You may or may not be offered the opportunity to speak with a staff aide. Regardless of whether you are given the offer or need to take the initiative, ask to speak with the aide who is responsible for Medicare / Aging issues. If that person is not available ask when he/she will be available for you to call back or if there is someone else with whom you may speak. Upon connection with the staff aide continue as follows:

My name is [state your name slowly and distinctly]

I am [an Adult Day Services provider – state the name of your facility]
[Family member or friend of an individual who receives Adult Day Services]
[An individual who receives Adult Day Services]

In [name the town or city and state]

Ask if the individual with whom you are speaking is familiar with Adult Day Services. If they are, ask how they became aware of ADS, i.e. do they know someone who is receiving ADS?

At this point, the conversation becomes fluid. Following are the points you will want to express:

- (1) We work with families to help them keep their loved ones at home and out of a nursing home or other institutional-like care (rehab facilities or assisted living) for as long as possible by providing individualized high-quality care in a congregate setting for up to [state number] days per week for up to [state number] hours per day.
- (2) We serve aging individuals with dementia, cognitive impairment, physical impairment, a combination of these diagnoses and younger individuals with disabilities. [Provide a concrete example of someone whose health has improved or stabilized with ADS/ADHC who otherwise would qualify for nursing home care.]
- (3) We have been Medicaid authorized providers for many years, and more recently for Medicare Advantage plans, but because we have not been authorized providers under traditional Medicare, there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home upon discharge from an acute care hospital.
- (4) On April 2, 2018 CMS [Centers for Medicare and Medicaid Services] formally recognized Adult Day Services as a Value Based Quality Alternative to Nursing Homes by expanding the interpretation of Supplemental Benefits to allow Medicare Advantage plans to offer Adult Day Services for specific purposes as a Supplemental Benefit. Unfortunately, few have done so, and opportunities are very sparse among those that have. (The latest data is less than 10% of plans have offered ADHC.)
- (5) We are asking Congress and the Senate to follow CMS's lead and authorize Adult Day Services as a Medicare alternative to nursing homes by supporting legislation such as H.R 3098 of the past session and introduced over several sessions by Rep. Linda Sanchez of California.
- (6) In 2018 Congress demonstrated it understands Adult Day Health Care is a **Value Based Quality Alternative to Nursing Homes** for veterans by passing Act 115-159, which instructs the Department of Veterans Affairs to provide funding to State Veterans Homes specifically for Adult Day Health Care services. That program is now beginning to get underway.
- (7) The 2018 Cost of Care Study published by long-term care insurance company Genworth continues to verify, as it has every past year, Adult Day Services are far less costly than nursing home care and less costly than other home and community-based services (HCBS), such as home care and assisted living. [Offer to send the link to the study.]

When making these points and in subsequent conversation do not hesitate to answer questions with "I am not sure about that. Let me get the information and send it to you to be certain it is correct."

As your conversation comes toward a close:

Offer to send additional information. **Ask if there is specific** information the person wants.

The next question is extremely important because office policy often allows only the individual to provide their email address. In short, we cannot obtain it from the office receptionist.

May I have your email address so I may keep you informed as new information comes available? [or to forward the information they have requested].

Thank you for your time today! I look forward to hearing if Senator/Representative [name] will be inclined to support legislation to modernize Medicare with Adult Day Services as a **Value Based Quality Alternative to Nursing Homes**.

Email Follow-up for Telephone Call to Legislator/Staff Aid

Be sure to insert the necessary information within the [brackets] throughout the entire document. Please send a copy to nadsapublicpolicy@theafflerbachgorup.com so we may follow-up.

Dear [First name is sufficient if staff member. Always use title plus last name for legislator. For example, Dear Representative Jones or Dear Senator Smith.]

Thank you for taking time to speak with me on [date] about Adult Day Health Care as a Value Based Quality Alternative to nursing homes.

For your convenience, I have included below a summary of the most important points. Additionally, this link will take you to the cost of long-term care calculator on the Genworth Financial website. It will allow you to see the forecast cost increases of different services forward to 2047:

<https://www.genworth.com/aging-and-you/finances/cost-of-care.html>

Also, for your convenience, here is a link to [H.R. 3098](#) (modernizing Medicare by permitting Adult Day Health Care in lieu of nursing home services) of the past legislative session. We welcome your sponsorship of similar legislation for this session.

I am looking forward to learning if [you or Representative / Senator {Last Name}] will support modernizing Medicare with Adult Day Health Care as a value-based quality alternative to nursing homes.

Sincerely.

[Your name]

[Your address]

[Your Telephone number]

Summary of key points supporting Adult Day Health as a Value Based Alternative to Nursing Homes

- (1) We work with families to help them keep their loved ones at home and out of a nursing home or other institutional-like care (rehab facilities or assisted living) for as long as possible by providing individualized high-quality care in a congregate setting for up to [number] days per week for up to [number] hours per day.
- (2) We serve aging individuals with dementia, cognitive impairment, physical impairment, a combination of these diagnoses and younger individuals with disabilities who otherwise would qualify for nursing home care.
- (3) We have been Medicaid authorized providers for many years but because we have not been authorized providers under Medicare, there is often a default to more expensive institutional care, particularly for individuals who cannot safely remain at home upon discharge from an acute care hospital.
- (4) On April 2, 2018 the Centers for Medicare and Medicaid Services (CMS) formally recognized Adult Day Services as a Value Based Quality Alternative to Nursing Homes by expanding the interpretation of Supplemental Benefits to allow Medicare Advantage plans to offer Adult Day Services for specific purposes as a Supplemental Benefit. Unfortunately, few plans have taken advantage of this opportunity.
- (5) We are asking Congress and the Senate to follow CMS's lead and authorize Adult Day Services as a Medicare alternative to nursing homes by supporting legislation such as H.R 3098 of the past legislative session and introduced over several sessions by Rep. Linda Sanchez of California.
- (6) In 2018, Congress demonstrated it understands Adult Day Health Care is a Value Based Quality Alternative to Nursing Homes for veterans by passing Act 115-159, which instructs the Department of Veterans Affairs to provide funding to State Veterans Homes specifically for Adult Day Health Care services.
- (7) The 2018 Cost of Care Study published by the long-term care insurance company Genworth Financial continues to verify, as it has every past year, Adult Day Services are far less costly than nursing home care and less costly than other home and community-based services (HCBS), such as home care and assisted living. (Use this link to access the study: <https://www.genworth.com/aging-and-you/finances/cost-of-care.html>)

Social Media Outreach

Leading up to District Office Advocacy Public Policy week, please tweet and share the following messages and hashtags with your contacts. NADSA will be tweeting these messages each day on a rotating basis between now and May 1st.

Adult Day Services is the value-based quality alternative to early nursing home placement. #adultdayvappd #nadsa

Modernize Medicare with Adult Day Services for cost avoidance and quality care. #adultdayvappd #nadsa

Support Adult Day Services for value-based, quality person-centered home and community care. #adultdayvappd #nadsa